**Not Generating lnterviews From Your Resume**

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Specializing In C-level Executives, Vice Presidents and Directors, 20+ Years of Experience

Perhaps you are not articulating your message or telling your story correctly. Resume writing is no different than a powerful commercial -just a couple of seconds of observation by the reader and you are either a winner or a loser!

If you take three building blocks and line them horizontally, you have a solid foundation. If you take out the middle block the whole structure collapses. A poorly constructed resume usually consists of a collapse in structure, which can result in devastating consequences to your job search. -

One way to overcome a no-response job campaign is to look at your resume "outside the box." What do I mean by this: the hiring decision maker who is reading your resume knows absolutely nothing about you, so you must quickly provide the correct key words and thoughts to capture his and/her attention from the beginning to the end of your document. The elimination of certain information or the improper writing of the resume will work against you.

When I develop an executive resume, the first thing I want to know is the type of position and industry that my client is interested in. Once we have established this, we can proceed with a theme-based resume targeting the job objective 100%. Your document will consist of a targeted Executive Profile (a mission statement that will brand you), a sampling of accomplishments at the top of your resume, key words, and then the employment history, which will also include the key challenges that you had to overcome, along with your accomplishments to showcase your leadership.

• How do you develop a powerful mission statement? Simple: you talk about what you can bring to the table (what are you noted for). This is your golden opportunity to tell the decision maker what you have done to significantly impact the bottom line of a company - get right to the point. Example: A resourceful executive with an exemplary record of turning around a failing manufacturing company to become a leader in a highly competitive industry. You might want to be more specific and identify what type of company (small, large, public, etc) and the industry. After you have completed this statement, describe your management style and bring in personal attributes; for example - a visionary leader who energizes employees at all levels to attain goals, etc., etc.

• Give your mission statement credibility with three or four dynamic accomplishments that will "wow" your reader. Remember to bullet each of these accomplishments.

• Look at major publications and/or job postings for key words on the Internet; you will be amazed at how much relevant information you can obtain. List your targeted key words vertically, so your reader can quickly make this observation.

• When I develop the professional experience section for my executives, I try to keep the major responsibility to one line. I then key in on the major challenges that my client encountered when he took over the position. When I bring in the accomplishments, I start out with the outcome (Reduced operating costs by $200,000) and then proceed to tell the reader how my client achieved this outcome.

In my opinion, the ideal resume should be two pages, however to get the entire message out, sometimes three pages gets the job done. Try to focus on the last 10 to 12 years. Prior positions can be condensed. Employers are interested in today, not what you did 15 or 20 years ago.